



**TIP Working Party**  
**CO-CREATION PROJECT**  
2019-2020

**Case study from the United Kingdom**



**WILDLABS TECH HUB – initiative to fight illegal wildlife trade**

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## EXECUTIVE SUMMARY

The WILDLABS TECH HUB initiative was introduced to catalyse collaboration across private and public partnerships, to develop and scale the best technologies to stop the Illegal Wildlife Trade (IWT). This co-creation initiative worked to accelerate higher Technology Readiness Level (TRL) technologies, developed by and/or in collaboration with business, wildlife NGOs, government and academic institutions, to offer sustainable solutions to mitigate IWT. Following the IWT Conference, seed funding from the Foreign Commonwealth Office and EJP Philanthropies, helped forge the WILDLABS Tech Hub co-creation programme, which comprised two main projects.

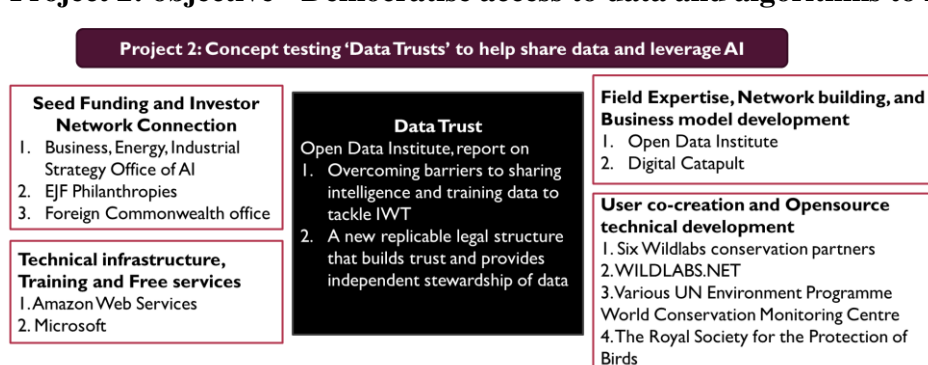
### Project 1: objective - Accelerate technical solutions to tackle the illegal wildlife trade



A new accelerator programme aimed to support and scale higher TRL level technologies to become sustainable solutions, and by the use of these solutions to plan a pathway to multiply conservation impact on the ground to reduce threats from IWT. During the programme, partners participated in co-creation activities to help four

technology developers to refine their technology roadmaps and design commercial business models to plan new income opportunities and how to scale their products internationally. Intellectual property was remained within each technology developer and other partners had no interest in gaining direct financial benefits from the technologies and businesses developed.

### Project 2: objective - Democratise access to data and algorithms to help end wildlife crime



WILDLABS and the Open Data Institute (ODI) conducted an in-depth research study with eighteen high-level international stakeholders, across law enforcement, border agencies, technology companies, governments, scientists and conservation teams to understand the barriers and opportunities for data sharing. Data sharing is considered crucial to mitigate IWT. A pilot project explored a

new concept, devised by the ODI, called Data Trusts. Data Trusts aim to increase access to data, whilst retaining trust. They are replicable legal frameworks that help organisations share data in a safe and fair environment, whilst offering independent stewardship.

This co-creation initiative has resulted in not only achieving set objectives but also the relationships built during the initiative have resulted in co-creating additional conservation technology development programmes, including a successful securing of multi-partner bid from the UK Space Agency's International Partnership Programme.

### Lessons Learnt: Key Success Factors

**Co-creation Practices-** **1.** Relational proximity (e.g. previous successful relationships) between co-creation partners plays an important role; **2.** Involving partner to co-identify opportunities for co-creation increases the feeling of ownership and commitment **3.** Frequent interaction, communication and engagement between partners (e.g. regular online/offline meetings) and on-going review of deliverables is needed **4.** Both formal and informal Intellectual Property right mechanisms should be used appropriately depending on the objectives, stage, and partners, of the co-creation project **5.** Using social media, video, websites and blogs to raise awareness of the co-creation project in order to seek commitment and support from a wide array of stakeholders increases impacts

**Co-creation Model – 1.** Designing the co-creation model to be able to generate both social and financial value enable the initiative to be more sustainable and increase the scale-up potential **2.** In-depth researching of the appropriate models for optimal use of data usage prior to adopting these in the co-creation project

**Co-creation Partner Selection – 1.** Selecting partners who have complementary expertise, knowledge, skills, network and resources **2.** Selecting a balanced set of partners with for-profit and not-for-profit motives, so that, profit sharing has less complications

Name of the initiative*:				WILDLABS TECH HUB: Co-creation of solution for Illegal Wildlife Trade using advanced digital technologies			
Start date*:		October 2018		Expected end date*:		June 2019	
Country*:		United Kingdom		<input checked="" type="checkbox"/> International project *			
<i>In the case of international projects, please specify the partner countries:</i>							
Lead Partners came from:							
- UK							
- US							
But 6 NGO WILDLABS partners all have offices in Africa, Asia, and Latin America. Their on the ground teams in Peru, Mongolia and Kenya were consulted as part of the research into Data Trusts through stakeholder interviews.							
Project budget*:		seed funding from the UK Foreign and Commonwealth Office, and EJP Philanthropies		<input checked="" type="checkbox"/> Public funding *		Supported with	
Main focus*:		<input checked="" type="checkbox"/> Research		<input checked="" type="checkbox"/> Economic		<input checked="" type="checkbox"/> Social	

## GOAL AND OBJECTIVE OF THE CO-CREATION INITIATIVE

Q1\*. What is the **vision** of the co-creation initiative? (e.g., stimulating research and discourse about a new model of global governance; platform for outcomes-based innovation to save and improve lives in low-income countries)

To develop and scale technological and data solutions to help mitigate the Illegal Wildlife Trade

Q1A. What is the rationale behind the vision of the co-creation initiative?

The Illegal Wildlife Trade (IWT) is the largest threat to many of the world’s most vulnerable species, as well as the livelihoods of local people relying on wildlife-base economies. Some examples of illegal wildlife trade are well known, such as poaching of elephants for ivory and tigers for their skins and bones. However, countless other species are similarly overexploited, from marine turtles, butterflies and pangolins to timber trees and orchids. Technology can help provide solutions that scale international efforts to tackle this problem. From the use of satellite surveillance systems to detect illegal fishing, to IoT sensors that raise an

early warning of poaching events; to Machine Learning algorithms that scour the internet to identify online trade in endangered species.

The WILDLABS TECH HUB initiative was introduced to catalyse collaboration across private and public partnerships, to develop and scale the best technologies to stop the illegal wildlife trade. This co-creation initiative worked to accelerate higher Technology Readiness Level (TRL) technologies, developed by and/or in collaboration with academic institutions, to become sustainable solutions by overcoming barriers to development and implementation: working together with partners to broker new influential partnerships, secure new technical resources and ensure they have sustainable business models in place to scale their technology in the field. This initiative also worked to research and facilitate new mechanisms to share data, intelligence and AI algorithms, that would be of benefit to a broad range of technology solutions working to detect illegal activity.

The Zoological Society of London (ZSL) provided the relevant contextual understanding at the beginning of the project. To kick start the programme the ZSL outlined the challenges that are currently being faced by conservation technology providers and consumers. Illustrating the barriers to developing and adopting fit-for-purpose tools that are well suited to the complex and remote environments in which they are deployed. These included challenges, such as; making solutions as low cost as possible to fit available conservation budgets; helping technology providers to achieve enough profit margins to be financially sustainable; breaking down data silos between data owners and users; and building cross-organisational communication to advance solutions that require a highly collaborative approach for success.

Bringing stakeholders together for co-creation is believed to help the conservation community access and adopt the best technological solutions to halt IWT and reverse biodiversity decline. The background, contextual information provided by the ZSL played a major role in designing an appropriate model and related programmes for the co-creation initiative.

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Q1B. Was it someone's initiative or did you set it with all partners?

WILDLABS was founded by World Wildlife Fund, Fauna & Flora International, The Royal Foundation, ZSL, Wildlife Conservation Society and Conservation International. It is the first global online community dedicated to conservation technology. The community has over 3000 members and connecting technology developers with conservationists to co-create technology solutions to conservation challenges.

From February 2018, WILDLABS partners worked closely with the Foreign & Commonwealth Office (FCO) in the lead up to the UK Government's International Conference on IWT held in October 2018 in London. A key theme of the conference was the role of technology in combatting £17bn criminal industry. In June 2018 ZSL and the Royal Foundation spearheaded a roundtable chaired by the then Foreign Secretary Boris Johnson. This, alongside follow up panels, brought together senior executives from Amazon, Microsoft, Cisco, Google, Digital Catapult, Satellite Application Catapult and Tech UK to plan innovation activities and identify how current IWT solutions can be more effective. The group put a particular focus on big data, AI and machine learning to help identify, pre-empt and warn law enforcement of wildlife trafficking.

Following the IWT Conference, seed funding from the FCO and the EJF Philanthropies, helped forge the WILDLABS Tech Hub co-creation programme. The initiative connected field experts and technology companies (big and small), to commit their time and resources to accelerate technology to counter IWT. Official partners of the 6-month initiative included; Amazon Web Services, Microsoft, the Digital Catapult, the Satellite Applications Catapult, and the Open Data Institute, working alongside the FCO and six international conservation organisations supporting WILDLABS.NET.

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These Public and Private partners provided; digital infrastructure, unlimited cloud credits, accelerator services, research analysis, technical support, investment networks, business consultancy and in-field conservation expertise to the initiative.

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Q1C. Has the vision of the initiative ever been revised? Why?

No. The mission did not change from the first idea presentation made by ZSL and The Royal Foundation to Mark Field (MP leading the IWT Conference) and FCO lead Emma Hennessey at Westminster in February 2018.

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Q2\*. What are the main **objectives** of the initiative?

The programme was divided into two parts to achieve two interrelated objectives:

**Project 1 objective - Accelerate technical solutions to tackle the illegal wildlife trade**

A new accelerator programme aimed to support higher Technology Readiness Levels (TRL) technologies<sup>1</sup> to become sustainable solutions by overcoming barriers to development and implementation. Accelerator programme also helped these developers of technologies to plan a pathway to scale conservation impact on the ground and reduce threats from IWT, through their technology.

Partners launched an [open call](#) for applications and selected four technical solutions (Please see our responses to Q4b for more details) from 37 applications to participate in the programme. Collaborating partners supported these winners with specialist technical expertise, business support services and unlimited cloud credits for their products and services, which are otherwise expensive. All partners leveraged their resources and networks to help co-create solutions to address the needs of winners. Helping them move forward in their roadmaps and promote their products to new conversation technology consumers.

**Project 2 objective - Democratise access to data and algorithms to help end wildlife crime**

AI powered conservation technologies are used to detect illegal activity across the IWT supply chain. From detecting poachers in the field, to searching the web for those trading in illegal wildlife products and detect illegal wildlife goods trafficking through customs or busy ports in shipping containers. Training data is needed to improve the accuracy of the machine learning algorithms used in these tools. However, data silos exist between organisations that hinder efforts to share training data and techniques. Part two of this co-creation initiative aimed to pioneer new and responsible ways to share data and machine learning algorithms, to make these more accessible to a broad range of AI-powered tools working to counter IWT.

WILDLABS and the Open Data Institute (ODI) conducted an in-depth research study with eighteen high-level international stakeholders, across law enforcement, border agencies, technology companies, governments, scientists and conservation teams to understand the barriers and opportunities for sharing. A pilot project explored a new concept, devised by the ODI, called Data Trusts (See Data Trust report [here](#)). Data Trusts aim to increase access to data, whilst retaining trust. They are replicable legal frameworks that help organisations share data in a safe and fair environment, whilst offering independent stewardship. They promise to provide IWT stakeholders with an easy way to manage how and who should have access to data, for what purpose and to whose benefit, whilst avoiding harmful impacts for wildlife.

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<sup>1</sup>Since the aim of the project was to support the application of a technology and the development of an associated business plan, it was important to select applied oriented technologies.

Are there plans to **commercialise** the co-created products and/or services? Please explain

Yes       No

The technology solutions selected through the accelerator programme will be and have been commercialised. During the selection process, winning solutions were chosen because they had a strong potential to achieve sustainable business models for their products and services. During the programme, partners participated in co-creation activities to help winners refine their technology roadmaps and design commercial business models to plan new income opportunities and how to scale their products. More information on these technology developers are available in the following sections.

Three of the four winning solutions are now commercially viable. For instance, Audio Moth, one of the four companies, has sold over 6000 acoustic devices and, established an innovative new product pipeline services to ship low-cost passive acoustic recorders directly to conservationists globally, generating \$250k in sales so far.

In order to ensure the scaling up of the social value generated by these companies through the solutions developed for conservation, it was of paramount importance for these companies to have financial viability. Such scaling up would result in multiplying the initial investment made by government organizations.

Q3. What are the main **motivations** of the different partners to collaborate in this initiative (e.g., need for finance, competences and skills, network & connections of partners, risk sharing)?

The main motivations differed for each of the three main groups of partners. Please see our responses to Q4 to understand specific partners in each of the three groups below.

Six international conservation NGOs: For this group, the main objective was to identify new technologies that could strengthen their law enforcement efforts to detect and pre-empt poaching in the field, stop the transit of wildlife parts as they zig zag through trade routes and eradicate online and offline markets to reduce the demand for wildlife products.

Technology Developers (four winners, plus developers in WILDLABS online community following progress): The specific objectives of the owners or developers of the technology included acquiring a set of competences, resources and skills which they may not possess (such as legal, fund raising, business modelling, digital infrastructure, training including machine learning, compute and analytics and conservation expertise, among others). They were also drawn to the programme through the opportunity to join governments networks, join the Microsoft and Amazon global AI communities and importantly receive support from conservation organisations in helping them connect with a remote and siloed customer base. Finishing with the opportunity to pitch for new funding at an investor event in Kings Cross London.

Private and public sector partners: The main objective of this group in supporting technology solutions and research to tackle IWT, was to join a collaborative network, which includes governmental organisations, international conservation organisations and leading businesses, to apply their technical resources to one of the biggest challenges of our time. Engaging their teams and products to serve the application of technology to overcome IWT challenges and help reverse biodiversity decline across the world. In order to discuss motivations, we have grouped private and public partners together since their key aims were similar. Both these types of partners had not-for-profit motives and mainly wanted to support technology developers. While public partners such as governmental organisations and international conservation organisations engaged in it due to their core mission to generate social value, private partners such as Amazon and Microsoft engaged in it as part of their corporate social responsibility and also to increase the use of their technologies.

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## FUNCTIONAL ROLES OF CO-CREATION PARTNERS

Q4A\*. Specify all **partners involved** in the co-creation process (specifying the number of partners per type)

### Project 1, Accelerating technical solutions

- 6 x international conservation NGOs: World Wildlife Fund, Fauna & Flora International, The Royal Foundation, Zoological Society of London, Wildlife Conservation Society and Conservation International
- 1 x Governmental partners: UK Foreign Commonwealth Office
- 7 x private sector partners: Amazon Web Services, Microsoft, Digital Catapult, Satellite Application Catapult, White and Case LLP, Hoopi, Underland,
- 4 x Technical Solution providers: City of London police, Wildlife Protection Solutions, Open Acoustics, World Wildlife Fund

### Project 2, Democratise access to data and algorithms

- 1 x research NGO: Open Data Institute
- Research interviews were conducted with:
  - 6 x international conservation NGOs: Wildlife Conservation Society, Zoological Society of London, Fauna & Flora International, Royal Society for the Protection of Birds, UN Environment Programme World Conservation Monitoring Centre, Arribada
  - 2 x Governmental partners: UK Office for AI, UK Border Force (Animal Protection Centre Heathrow)
  - 3 x private sector partners: Amazon Web Services, Microsoft AI for Earth programme, Open Acoustics

Q4B\*. Choose the co-creation process (e.g., project) initiator(s)

### Project 1, Accelerating technical solutions

The WILDLABS Tech Hub initiative helped further the development of four innovative technology solutions tackling IWT, through a three-month co-creation programme. The winning solutions included:

1. PorePrint from City of London Police is helping local law enforcement team in developing countries to gain access to technology, so that, they can capture and use fingermarks in wildlife crime prevention. The initiative is lead by Tracy Alexander, Director of Forensics ([Video here](#))
2. AudioMoth from Open Acoustics has developed a low cost, open source acoustic monitoring device used to detect gunshots, chainsaws, and animal calls in important conservation areas. This has been a community developed solution. ([Video here](#))
3. Panda Sat from World Wildlife Fund is developing a low-cost satellite-enabled tracking device, that aims to create and launch new cube satellites to track wildlife in remote location anywhere in the world at low costs, so conservation managers can predict wildlife movements and protect them from IWT threats ([Video here](#))
4. WPSWatch from Wildlife Protection Solutions is helping to prevent poaching in protected areas. This IoT solution connects to a network of low power cameras and uses machine learning to detect poaching incidents. The cameras track the movement of people through conservation areas and send real time alerts to conservation managers, so that, they can rapidly respond and stop poaching before it happens ([Video here](#))

Once these four winners were announced after the selection process (the selection criteria included, the readiness of the technologies, competence and motivation of developers, the potential impact of the proposed technical solution and the scale-up potential of the business) they attended 'Diagnostic assessment' workshops with potential users to understand their needs. Then they met with relevant partners to co-create solutions to these needs and fill gaps in their roadmaps. For example, solution providers met with implementing conservation partners who helped them shape the design of tools, so that, they are fit for purpose and suited to the user, social and technologically context in which they will be deployed. They met with corporate partners such as Amazon Web Services to plan their digital infrastructure needs, including; free cloud credits, training and use of machine learning, compute and analytics tools. They held a weeklong Business Design Sprints and tailored specialist workshops with the Satellite Application Catapult and Digital Application Catapult, to understand the market opportunity, plan sustainable funding models and co-create a pitch deck. Over and above the services offered by core Tech Hub partners, the WILDLABS team also leveraged its network to



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engage with UK Small Medium Enterprises in the provision of free services to help them scale, including: legal advice from White and Case Ltd, branding and Graphic design for PorePrint, developer consultancy from Hoopi and website design and build from Underland.

Showcase videos were produced for each winning solution and these were promoted through WILDLABS.NET and partners communication channels. WILDLABS.NET held virtual meet ups for each solution to present their products to over 120 conservation users from all over the globe. The programme finished with an Investor Event held at Digital Catapult Offices in London King Cross.

**Project 2, Democratise access to data and algorithms**

The Open Data Institute (ODI), UK Governments Office of AI and WILDLABS conducted a three-month pilot to understand if Data Trusts could be of benefit to the vast array of data creators, data providers, data users and potential data re-users working to tackle IWT around the world. This involved seeking expert advice from 18 experts working deep in their field, around the world from UK, Peru, United States and to Mongolia / China Border.

WILDLABS Tech Hub partners suggested two use cases where data trust may have value. Use case one posed the questions as to whether a data trust could be formed to assist with the sharing of image data in order to train recognition algorithms to assist border control officers with identification of illegal animals and animal products. Whilst use case two, considered whether acoustic sensor data could be shared to train algorithms to detect the sound of gunshots or chainsaws and provide real time alerts.

A report on findings from this research on Data Trusts, a concept conceived by the ODI and Office of AI’s, was published [here](#). Findings were launched at a high-profile event at the Royal Society of Arts, attended by the Head of the Government Office for AI and a large diverse group of UK industry experts. Partners are seeking new funding to implement Data Trusts, and to make data work for all stakeholders tackling IWT.

Q4C\*. Specify where partners are located

Please see table 1 and table 2 below.

Q4D\*. Specify what are the main activities and responsibilities of partners

Please see the table 2 below

Table 1:

*Please, tick all appropriate answers in the table below.*

	A.	B.	C. Location		D. Main activities						
	Partners for co-creation	Project initiator(s)	National	Foreign	Priorities setting	Research	Designing products	Experimentation and development	Commercialization / Support (marketing, consultancy, etc.)	Product launch	Financial engagement (share of funding, %)
<b>Firms:</b>											
Service	7			X							
Manufacturing	1										
<b>Research organizations:</b>											

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Public research institutes	2		X								
Universities											
<b>Civil society:</b>											
Non-governmental organisations (NGOs)	8		X	X							
Personal engagement	1			X							
<b>Government:</b>											
Public authorities											
Government agencies	3		X								
Transnational organizations											

Notes:

Q5\*. Were there any **conditions** to participate the co-creation initiative? (e.g. amount of funding provided, data sharing conditions, type of expertise, etc.)

Type of expertise of partners was a key criterion, which has been explained in detail below in the Table 2 below. Additionally, the commercial value of product and service offers that technology developers required were also considered.

Q5A. If there were any **criteria** for selecting partners, please, name them

The contributor's capabilities and services were vetted against their potential value in helping deliver conservation outcomes. Long term conditions of product offerings and engagements were thoroughly defined.

**For each type of co-creation partner, please, provide the following information:**

Q6\*. Name of organization and website (if available) – Please see the table 2 below

Q7\*. Please explain the rationale of involving this partner in the co-creation project – Please see the table 2 below

Q8\*. Explain, please, the role and main responsibilities of this partner in the co-creation project – Please see the table 2 below

**Table 2:**

Q4) Sector	Q6) Name of partner organization	Q6) Website, location & Q9) commercial contribution	Q7&8) Rationale for involving this partner in the co-creation project and their responsibilities (that includes their expertise mentioned in Q5
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Firms / Service	Amazon Web Services (AWS)	<p><a href="https://aws.amazon.com/">https://aws.amazon.com/</a></p> <p><b>Location:</b> Firm is global. Engagement was predominantly with UK office with Data Specialist support from teams in Germany</p> <p><b>Commercial contribution:</b> Unlimited cloud credits covering AWS products, storage, computer power and Machine Learning tools.</p>	<p>This partner can provide specialist expertise in developing technology solutions, including technical and business support, access to professional services, engineers, start-up accelerator services and training including machine learning, compute and analytics as well as access to the open data registry.</p> <p>This is valuable because these product and business support services hold significant value for technology solutions working to host, process and leverage large scale data sets for AI tools. E.g. acoustic data sets are terabytes of data. Storage and Compute power to manipulate this volume of data can run into several tens of thousands of pounds</p> <p><b>Responsibilities:</b> Lead private sector partner. Present and deeply involved in all planning, innovation and co-creation activities</p>
Firms / Service	Microsoft	<p><a href="https://www.microsoft.com/en-gb">https://www.microsoft.com/en-gb</a></p> <p><b>Location:</b> Firm is global. Engagement was only with US based Microsoft AI for Earth Office</p> <p><b>Commercial contribution:</b> Up to \$150,000 in value of Azure cloud credits, inclusion in the AI for Earth community, which includes technical support, in-person and online trainings, and opportunities to work with the global grantee community.</p>	<p>Providing field expertise in technology solutions, as well as inclusion in the AI for Earth community, which includes technical support, in-person and online training, and opportunities to work with the global grantee community</p> <p><b>Responsibilities:</b> Supporting private sector partner. Supportive of technical solutions and participating in research.</p>
Research Org / Public Research Institutes	Digital Catapult	<p><a href="https://www.digicatapult.org.uk/">https://www.digicatapult.org.uk/</a></p> <p><b>Location:</b> Firm is UK based. Located in London Kings Cross</p> <p><b>Commercial contribution:</b> Up to £50,000 worth of specialist technical</p>	<p>Providing field expertise in the process of application, development and adoption of advanced digital technologies, linking solutions with the innovator community and provide insights to disruptive business models, product improvements, among others.</p> <p><b>Responsibilities:</b> Deeply involved in all planning, innovation, delivery and co-creation activities</p>

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		resource to deliver activities in the accelerator programme and research activities	
Research Org / Public Research Institutes	Satellite Applications Catapult	<p><a href="https://sa.catapult.org.uk/">https://sa.catapult.org.uk/</a></p> <p><b>Location:</b> Firm is UK based. Located in London Kings Cross</p> <p><b>Commercial contribution:</b> Up to £50,000 worth of specialist technical resource to deliver activities in the accelerator programme and research activities</p>	<p>Providing field expertise in satellite applications, as well as linking the solution with their community. Running Business Design Sprints and accelerator activities for the development and adoption of advanced digital technologies, and provide insights to sustainable business models, technical improvements, among others.</p> <p><b>Responsibilities:</b> Deeply involved in all planning, innovation, delivery and co-creation activities</p>
Civil Society / NGO	WILDLABS conservation partners	<p><a href="https://www.wildlabs.net/about">https://www.wildlabs.net/about</a></p> <p><b>Location:</b> Firm is UK based. Located in London Kings Cross</p> <p><b>Commercial contribution;</b> In kind community management resource and conservation expertise to the value of £10,000K</p>	<p>Providing field expertise in wildlife conservation. Leveraging the 6 founding organisations and technical community on WILDLABS.NET to help shape solutions so they are fit for purpose.</p> <p>Connecting technology providers with a remote and siloed international conservation customer base, who are typically very difficult to reach</p>
Civil Society / Personal Engagement	EJF PHILANTROPIES	<p><a href="https://www.ejfphilantropies.org/">https://www.ejfphilantropies.org/</a></p> <p><b>Location:</b> Firm is US based in Washington DC</p> <p><b>Commercial contribution:</b> Up to \$25,000 of funds for the 6 month programme</p>	<p>Providing funding for the initiative and connection to investor networks</p>

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Government / Government Agencies	UK FCO	<p><a href="https://www.gov.uk/government/organisations/foreign-commonwealth-office">https://www.gov.uk/government/organisations/foreign-commonwealth-office</a></p> <p><b>Location:</b> UK Westminster London</p> <p><b>Commercial contribution:</b> Up to £50,000 of funding for management resource to run the programme</p>	<p>Brokering partnership with governmental organisations. Connection with local embassies in developing countries to help link them with the innovative technical they seek.</p>
Firm/Service	WILDLIFE PROTECTION SOLUTIONS	<p><a href="https://wildlife-protectionsolutions.org/">https://wildlife-protectionsolutions.org/</a></p> <p><b>Location:</b> Denver US</p>	<p>Accelerator Winner Technology provider WPS Watch – Has provided alerts on over 200 potential poaching incidents since becoming operational, WPS is helping to prevent wildlife crime in important conservation areas. An Internet-of-Things (IoT) system uses machine learning modules to detect people and animals in real-time visuals captured by remote cameras. WPS received architecture and device support from specialists at Digital Catapult. In addition, Microsoft Azure are offering free cloud services for both hosting, and development of Machine Learning models to improve device capability. The WILDLABS Tech Hub has also engaged 1715 Labs in assisting with data labelling to speed up the development of ML models, and has assisted in proposal writing for future opportunities.</p>
Firm/Manufacturing	OPEN ACOUSTIC DEVICES	<p><a href="https://www.openacousticdevices.info/">https://www.openacousticdevices.info/</a></p> <p><b>Location:</b> UK London/Oxford</p>	<p>Accelerator Winner Technology provider Open Acoustics have developed a low cost, opensource acoustic monitoring device called AudioMoth. Selling 6000 units to date, capable of running smart detection to monitor the sound of gunshots, chainsaws or trucks in conservation areas. The data helps managers understand where illegal activity is taking place, so they can respond to threats and plot patrol routes to safeguard wildlife. Version 2.0 will expand new features for wireless networking, enabling AI modules on the device to detect sound triggers and provide real-time alerts. To make getting started with the device even easier, WILDLABS Tech Hub has engaged developer relations consultancy, Hoopy, to offer</p>

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			Open Acoustic Devices a free developer experience audit. The Tech Hub also engaged international law firm, White & Case to help them with legal & intellectual property advice.
Firm/Service	POREPRI NT	<a href="https://www.cityoflondon.police.uk/Pages/default.aspx/">https://www.cityoflondon.police.uk/Pages/default.aspx/</a>  <u>Location: UK London/Oxford</u>	Accelerator Winner Technology provider With the support of Interpol, the City of London Police Fingerprint Bureau are providing access to their fingerprint database and Artificial Intelligence (AI) search technology to countries working on the front lines of wildlife crime. By running crime scene training in Zimbabwe and Zambia, the Bureau is helping local law enforcement set up their own database and search tools to collect, process, and search for fingerprints from people involved in IWT. Poreprint received support with communications and marketing. In collaboration with Florida-based designer, Kelly Mahoney, and London based web consultancy, Underland, the WILDLABS Tech Hub helped Tracy develop a brand and landing page for the project. Now dubbed Poreprint, these materials will help Tracy communicate her mission and services to new users, and further the reach of the project.
Firm/services	PANDASAT	<a href="https://pandasat.net/home">https://pandasat.net/home</a>  <u>Location: UK/Germany</u>	Accelerator Winner Technology provider WWF, Stanford University, the University of Colorado Boulder and Imperative Space are aiming to launch a constellation of CubeSats called PandaSat to enable a network of tiny tracking devices to monitor the movement of animals or assets anywhere in the world. PandaSat will provide geo-location for important species, rangers, vehicles, to enable on-the-ground verification, targeting and scaling of conservation efforts. Pandasat went through a business model design sprint with the Satellite Applications Catapult over several days at the Catapult's space in Harwell. This sprint provided market opportunity assessment and conservation technology advice. Amazon Web Services are assisting PandaSat with free service and expertise, with PandaSat offering a particularly good fit for one of their newest satellite offerings: AWS Ground Station.

Q9\*. What is the financial engagement of this partner in the co-creation initiative (i.e. what is the share of funding they provide for each of the activities of the co-creation project)?

Please see the table 2 above

Q10\*. Who is responsible for co-creation **process management**?

Sophie Maxwell – WILDLABS Tech Hub Programme Lead



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Was a steering group or advisory committee set up? If so, please provide details on its role and frequency of interactions.

Yes  No

The Steering Committee was made up of one lead member from each core partner organisation. During busy periods the committee met once a fortnight to review and sign off deliverables, select partners, plan activities, agree communications, plan events and other programme leadership tasks.

Q11\*. What is the **frequency of interaction** between co-creation partners?

If necessary  Once every few months  Several times a month  Regularly

Q11A\*. Please describe the nature and frequency of interaction between all couples of partners  
General: Fortnightly planning/status meetings with lead representatives from all partner organisations:  
Project 1: monthly scale meetings with winning technical solutions through the accelerator programme.  
1 day Diagnostic workshops. 1 week Intensive Business Design Sprints for key value driven activities.  
Specialist technical workshops. Event attendance,  
Project 2: Fortnightly meetings with ODI and WILDLABS to conduct Data Trust research and reporting.  
18 Interviews with 18 key stakeholders representing data owners and users within the IWT network.

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Q12\*. What are the **main means of communication** among co-creation partners? (*Please choose all appropriate answers*)

- a) Official meetings at the end of the reporting period (quarterly, yearly)
- b) Sharing of newsletters, documents, reports, publications
- c) Digital tools (e.g., email communication, conference calls, internet platforms)
- d) Conferences, workshops, etc. engaging external stakeholders
- e) Personal meetings
- f) Other \_\_\_\_\_

All of the above.

Q13. Is there an partnership **agreement** for the co-creation initiative?

Yes  No (*go on to question Q13C*)

Q13A. Is the agreement formalised?

Yes  No

Q13B. Specify, please, the type of the agreement:

Both:

- a) Legal agreement – *For provision of cloud credits, product and services from AWS and Microsoft*
- b) Memorandum of understanding - *between all other partners for allocation of £50K of resources per organisation*
- c) Other \_\_\_\_\_

Q13C. Are legal issues related to the ownership of jointly developed IPRs settled in a partnership agreement?

Yes  No

To participate in the accelerator programme technology solutions had to agree a terms of engagement. This agreement stipulated that all IP would belong to the solutions developers

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Q13D. In case there is *no agreement*, please explain how partners' activities are coordinated

Q14A\*. Who is the **owner of data** from the co-creation initiative?

Open Data Institute has made all research produce open. This is part of their mission.

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Q14B\*. Who is the **owner of IP** from the co-creation initiative?

The technology solution providers

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Q15\*. How is the process of **accessing research results** (for partners) organized?

Published reports.

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Q16\*. How do you set the **balance between data sharing and IP protection**?

In the majority of cases open source, replicable approaches were encouraged wherever possible and data owners were more than happy to make their data openly available. This is expected within conservation circles as funding is scarce and conservation practitioners need to build shared, evolving solutions, by leveraging previous work. This is expected within conservation. However, in some cases data ownership did present a barrier to sharing and in others it was because the intelligence was sensitive and needed to be kept confidential.

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Q17. Is **public access** to either co-creation results or products granted?

Yes. Project 1: Here write up [here](#)

Yes. Project 2: See the report [here](#)

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Q18\*. What types of **intellectual property (IP) protection mechanisms** are used (e.g., patents, trademarks, industry design, utility model, complexity)?

Individual technology developers have adopted different IP protection mechanisms.

Team Open Acoustic Devices - use open-source copyright licensing and open source software licensing for the software. They are also in the process of trademarking the AudioMoth name

Wildlife Protection Solutions (WPS) currently uses private IP, however it provides the services facilitated by the wpsWatch platform at no cost to NGOs, governments, and other stakeholders. WPS is currently exploring the possibility of making a portion of the code base part of an open source project in conjunction with other conservation organizations through the SMART partnership.

PandaSat has decided to make all the components open source and only license satellite and radio software where needed or applicable. They have also trademarked the PandaSat name and logo.

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Q18A\*. What types of IP are more important for your co-creation processes?

Individual solutions have different answers.

PandaSat believes that Open source IP is important.

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Q19\*. Are **milestones and key performance indicators (KPIs)** set for the co-creation initiative?

Yes  No

If YES,

Q19A. Are they settled in a partnership agreement?

Yes  No

Q19B. Are they essentially qualitative or quantitative?

Qualitative  Quantitative  Both

Q19C. Please provide the main KPIs (provide up to 5 indicators)

- The quality and the use of solutions for IWT with sustainable service/business models with scale up potential.
- The ability of solutions to be migrated to free digital infrastructure.
- The commitment of data sets owners for making their data and ML models accessible.
- The usefulness of organisations signed up to WILDLABS TECH HUB coalition commitments, to offer technical and managerial support.

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Q20\*. At what stages is the **evaluation** implemented? *(Please choose all appropriate answers):*

Ex-ante  Interim  Ex-post  No evaluation procedure

There was no formal evaluation process at the end of the 6-month initiative. The programme was delivered on a shoestring and achieved a huge output. There wasn't enough funding for post project evaluation. Yet, there were frequent, on-going evaluations, rather than a formal final evaluation.

**For each evaluation stage, please, provide the following information:**

Q20A. What approaches are used?

N/A

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Q20B. What types of data are used?

N/A

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Q20C. How is the evaluation process organised? Who is responsible for it? Are there any external evaluations conducted?

N/A

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Q21. Are the evaluation results open (e.g. published on the website, reports, structured databases, etc.) or closed (used only for the internal goals)?

Open    Please, specify: \_\_\_\_\_     Closed

N/A

Q22. What are the **implications** of any **evaluations** conducted so far (e.g., revision of KPIs; suspension or termination of funding; penalties and rewards associated to performance)? Please explain.

N/A

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Q23. What are the **key success factors** of this co-creation initiative?

- **Co-creation Practices**

1. Relational proximity (e.g. previous successful relationships) between co-creation partners plays an important role
2. Involving partners to co-identify opportunities for co-creation increases the feeling of ownership and commitment
3. Frequent interaction, communication and engagement between partners (e.g. regular online/offline meetings) and on-going review of deliverables
4. The use of both formal and informal Intellectual Property right mechanisms appropriately depending on the objectives, stage, and partners, of the co-creation project
5. Using social media, video, websites and blogs to raise awareness of the co-creation project in order to seek commitment and support from a wide array of stakeholders

- **Co-creation Model**

1. Designing the co-creation model to be able to generate both social and financial value enable the initiative to be more sustainable and increase the scale-up potential.
2. In-depth researching of the appropriate models for optimal use of data usage, prior to incorporating these in the co-creation model, made the data sharing successful.

- **Co-creation Partner Selection**

1. Selecting partners who have complementary expertise, knowledge, skills, network and resources
2. Selecting a set of partners with for-profit and not-for-profit motives, so that, profit sharing has less complications

Q24. Were there any **challenges** during the co-creation process? Please provide details and explain what caused them.

- Stakeholder availability and alignment from a diverse and busy set of international partners
- Branding - getting Microsoft and AWS to features logos and offers in the same open call and on WILDLABS Tech Hub communication materials. This took a lot of effort to negotiate
- Selecting four winners from an excellent set of applicants
- Securing new funding for accelerator winners to further their work
- Securing funding for the ongoing implementation of Data Trusts to share acoustic and customs data to train algorithms to detect IWT.

What partners have learnt when addressing these challenges were incorporated in the follow up funding proposal, which they have successfully secured, and thus these learnings will enrich their engagement in the next project.

Q25. Based on your experience, what would you recommend to a new co-creation initiative for it to be successful? Please explain the main **lessons learned** from your experience.

Please see the answer to Q23 where we have explained key success factors of the initiative

Please select one of the two themes below and answer the corresponding questions:

## **Theme 1. Co-creation's contributions to digital innovation and AI and effects of data sharing**

Please explain:

- What are the ways in which the co-creation initiative features digitalization and AI? Please provide examples.

This co-creation initiative worked to accelerate higher Technology Readiness Level (TRL) AI and digital technologies, developed by and/or in collaboration with academic institutions, to become sustainable solutions by overcoming barriers to development and implementation: working together with partners to broker new influential partnerships, secure new technical resources and ensure they have sustainable business models in place to scale their technology in the field. This initiative also worked to research and facilitate new mechanisms to share data, intelligence and AI algorithms, that would be of benefit to a broad range of technology solutions working to detect illegal activity.

The accelerator programme helped further the development of four innovative technology solutions tackling IWT, through a three-month co-creation programme. These solutions included:

1. PorePrint from City of London Police is helping local law enforcement team in developing countries to gain access to technology, so that, they can capture and use fingerprints in wildlife crime prevention. The initiative is lead by Tracy Alexander, Director of Forensics ([Video here](#))
2. AudioMoth from Open Acoustics has developed a low cost, open source acoustic monitoring device used to detect gunshots, chainsaws, and animal calls in important conservation areas. This has been a community developed solution. ([Video here](#))
3. Panda Sat from World Wildlife Fund is developing a low-cost satellite-enabled tracking device, that aims to create and launch new cube satellites to track wildlife in remote location anywhere in the world at low costs, so conservation managers can predict wildlife movements and protect them from IWT threats ([Video here](#))
4. WPSWatch from Wildlife Protection Solutions is helping to prevent poaching in protected areas. This IoT solution connects to a network of low power cameras and uses machine learning to detect poaching incidents. The cameras track the movement of people through conservation areas and send real time alerts to conservation managers, so that, they can rapidly respond and stop poaching before it happens ([Video here](#))

Once these four technology developers were selected through a competition, they attended 'Diagnostic assessment' workshops with potential users to understand the needs of the users of their technologies. Then the developers met with relevant partners to co-create solutions to these needs and fill gaps in their roadmaps. For example, solution providers met with implementing conservation partners who helped them shape the design of tools, so that, they are fit for purpose and suited to the user, as well as social and technological context in which they will be deployed. They met with corporate partners such as Amazon Web Services to plan their digital infrastructure needs, including; free cloud credits, training and use of machine learning, compute and analytics tools. The developers held a weeklong Business Design Sprints and tailored specialist workshops with the Satellite Application Catapult and Digital Application Catapult, to understand the market opportunity, plan sustainable funding models and co-create a pitch deck. Over and above the services offered by core Tech Hub partners, WILDLABS also leveraged its network to engage with UK Small Medium Enterprises in the provision of free services to help them scale, including: legal advice from White and Case Ltd, branding and Graphic design for PorePrint, developer consultancy from Hoopi and website design and build from Underland.

In the meantime, WILDLABS and the Open Data Institute (ODI) conducted an in-depth research study with eighteen high-level international stakeholders, across law enforcement, border agencies, technology companies, governments, scientists and conservation teams to understand the barriers and opportunities for data sharing. Data sharing is considered crucial to mitigate IWT. A pilot project explored a new concept, devised by the ODI, called Data Trusts. Data Trusts aim to increase access to data, whilst retaining trust. They are replicable legal frameworks that help organisations share data in a safe and fair environment,

whilst offering independent stewardship.

- What are the roles of stakeholders? Are they different from traditional ones? Provide examples.

Each partner in the co-creation initiative had a specific role to play. The designing of the co-creation model was done very carefully, so that, their roles are complementary and not competitive, and together enabled the initiative to achieve the set objectives. As an example, the table below summarises the roles of each partner of the first programme, which was aimed at accelerating four AI and Digital technical solutions to tackle the illegal wildlife trade. Since there are several partners, this summary table is considered more appropriate to present their roles with relevant justifications and illustrations of how each role is connected to the co-creation initiative.

Name of stakeholders	Their Roles
Amazon Web Services (AWS)	<p>This partner can provide specialist expertise in developing technology solutions, including technical and business support, access to professional services, engineers, start-up accelerator services and training including machine learning, compute and analytics as well as access to the open data registry.</p> <p>This is valuable because these product and business support services hold significant value for technology solutions working to host, process and leverage large scale data sets for AI tools. E.g. acoustic data sets are terabytes of data. Storage and Compute power to manipulate this volume of data can run into several tens of thousands of pounds</p> <p><b>Responsibilities:</b> Lead private sector partner. Present and deeply involved in all planning, innovation and co-creation activities</p>
Microsoft	<p>Providing field expertise in technology solutions, as well as inclusion in the AI for Earth community, which includes technical support, in-person and online training, and opportunities to work with the global grantee community</p> <p><b>Responsibilities:</b> Supporting private sector partner. Supportive of technical solutions and participating in research.</p>
Digital Catapult	<p>Providing field expertise in the process of application, development and adoption of advanced digital technologies, linking solutions with the innovator community and provide insights to disruptive business models, product improvements, among others.</p> <p><b>Responsibilities:</b> Deeply involved in all planning, innovation, delivery and co-creation activities</p>
Satellite Applications Catapult	<p>Providing field expertise in satellite applications, as well as linking the solution with their community. Running Business Design Sprints and accelerator activities for the development and adoption of advanced digital technologies, and provide insights to sustainable business models, technical improvements, among others.</p> <p><b>Responsibilities:</b> Deeply involved in all planning, innovation, delivery and co-creation activities</p>



*TIP Co-creation project – Case study contribution from the UK*

Wildlabs conservation partners	<p>Providing field expertise in wildlife conservation. Leveraging the 6 founding organisations and technical community on WILDLABS.NET to help shape solutions so they are fit for purpose.</p> <p>Connecting technology providers with a remote and siloed international conservation customer base, who are typically very difficult to reach</p>
EJF PHILANTROPIES	Providing funding for the initiative and connection to investor networks
UK FCO	Brokering partnership with governmental organisations. Connection with local embassies in developing countries to help link them with the innovative technical they seek.
WILDLIFE PROTECTION SOLUTIONS	<p>Accelerator Winner Technology provider</p> <p>WPS Watch – Has provided alerts on over 200 potential poaching incidents since becoming operational, WPS is helping to prevent wildlife crime in important conservation areas. An Internet-of-Things (IoT) system uses machine learning modules to detect people and animals in real-time visuals captured by remote cameras. WPS received architecture and device support from specialists at Digital Catapult. In addition, Microsoft Azure are offering free cloud services for both hosting, and development of Machine Learning models to improve device capability. The WILDLABS Tech Hub has also engaged 1715 Labs in assisting with data labelling to speed up the development of ML models, and has assisted in proposal writing for future opportunities.</p>
OPEN ACOUSTIC DEVICES	<p>Accelerator Winner Technology provider</p> <p>Open Acoustics have developed a low cost, opensource acoustic monitoring device called AudioMoth. Selling 6000 units to date, capable of running smart detection to monitor the sound of gunshots, chainsaws or trucks in conservation areas. The data helps managers understand where illegal activity is taking place, so they can respond to threats and plot patrol routes to safeguard wildlife. Version 2.0 will expand new features for wireless networking, enabling AI modules on the device to detect sound triggers and provide real-time alerts.</p> <p>To make getting started with the device even easier, WILDLABS Tech Hub has engaged developer relations consultancy, Hoopy, to offer Open Acoustic Devices a free developer experience audit. The Tech Hub also engaged international law firm, White &amp; Case to help them with legal &amp; intellectual property advice.</p>
POREPRINT	<p>Accelerator Winner Technology provider</p> <p>With the support of Interpol, the City of London Police Fingerprint Bureau are providing access to their fingerprint database and Artificial Intelligence (AI) search technology to countries working on the front lines of wildlife crime. By running crime scene training in Zimbabwe and Zambia, the Bureau is helping local law enforcement set up their own database and search tools to collect, process, and search for fingerprints from people involved in IWT.</p> <p>Poreprint received support with communications and marketing. In collaboration with Florida-based designer, Kelly Mahoney, and London based web consultancy, Underland, the WILDLABS Tech Hub helped Tracy develop a brand and landing page for the project. Now dubbed Poreprint, these materials will help Tracy communicate her mission and services to new users, and further the reach of the project.</p>
PANDASAT	<p>Accelerator Winner Technology provider</p> <p>WWF, Stanford University, the University of Colorado Boulder and Imperative Space are aiming to launch a constellation of CubeSats called PandaSat to enable a network of tiny tracking devices to monitor the movement of animals or assets anywhere in the</p>

<p>world. PandaSat will provide geo-location for important species, rangers, vehicles, to enable on-the-ground verification, targeting and scaling of conservation efforts. Pandasat went through a business model design sprint with the Satellite Applications Catapult over several days at the Catapult's space in Harwell. This sprint provided market opportunity assessment and conservation technology advice. Amazon Web Services are assisting PandaSat with free service and expertise, with PandaSat offering a particularly good fit for one of their newest satellite offerings: AWS Ground Station.</p>
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- How data sharing and intellectual property protection is organised? Provide examples.

### **Data Sharing**

AI powered conservation technologies are used to detect illegal activity across the IWT supply chain. From detecting poachers in the field, to searching the web for those trading in illegal wildlife products and detect illegal wildlife goods trafficking through customs or busy ports in shipping containers. Training data is needed to improve the accuracy of the machine learning algorithms used in these tools. However, data silos exist between organisations that hinder efforts to share training data and techniques. Part two of this co-creation initiative aimed to pioneer new and responsible ways to share data and machine learning algorithms, to make these more accessible to a broad range of AI-powered tools working to counter IWT.

WILDLABS and the Open Data Institute (ODI) conducted an in-depth research study with eighteen high-level international stakeholders, across law enforcement, border agencies, technology companies, governments, scientists and conservation teams to understand the barriers and opportunities for sharing. A pilot project explored a new concept, devised by the ODI, called Data Trusts (See Data Trust report [here](#)). Data Trusts aim to increase access to data, whilst retaining trust. They are replicable legal frameworks that help organisations share data in a safe and fair environment, whilst offering independent stewardship. They promise to provide IWT stakeholders with an easy way to manage how and who should have access to data, for what purpose and to whose benefit, whilst avoiding harmful impacts for wildlife.

### **Intellectual Property**

Different forms of Intellectual Property are used.

#### 1. Agreements –

- a) Legal agreement – For provision of cloud credits, product and services from AWS and Microsoft
- b) Memorandum of understanding - between all other partners for allocation of £50K of resources per organisation
- c) Terms of engagement - To participate in the accelerator programme technology solution developers had to agree a terms of engagement. This agreement stipulated that all IP would belong to the solutions developers

#### 2. Open- Source licensing

Some solution developers have used open source licensing

Team Open Acoustic Devices - use open-source copyright licensing and open source software licensing for the software.

WPS is currently exploring the possibility of making a portion of the code base part of an open source project in conjunction with other conservation organizations through the SMART partnership

PandaSat has decided to make all the components open source and only license satellite and radio software where needed or applicable.

#### 3. Trade marking

Team Open Acoustic Devices is in the process of trademarking the AudioMoth name

PandaSat has trademarked the PandaSat name and logo.

- What are your best practices? What would you recommend to a new co-creation project involving digital innovation and AI?

- **Co-creation Practices**

1. Relational proximity (e.g. previous successful relationships) between co-creation partners plays an important role
2. Involving partners to co-identify opportunities for co-creation increases the feeling of ownership and commitment
3. Frequent interaction, communication and engagement between partners (e.g. regular online/offline meetings) and on-going review of deliverables
4. The use of both formal and informal Intellectual Property right mechanisms appropriately depending on the objectives, stage, and partners, of the co-creation project
5. Using social media, video, websites and blogs to raise awareness of the co-creation project in order to seek commitment and support from a wide array of stakeholders

- **Co-creation Model**

1. Designing the co-creation model to be able to generate both social and financial value enable the initiative to be more sustainable and increase the scale-up potential.
2. In-depth researching of the appropriate models for optimal use of data usage, prior to incorporating these in the co-creation model, made the data sharing successful.

- **Co-creation Partner Selection**

1. Selecting partners who have complementary expertise, knowledge, skills, network and resources
2. Selecting a set of partners with for-profit and not-for-profit motives, so that, profit sharing has less complications

## **Theme 2. Effective involvement of NGOs and civil society at addressing societal challenges**

Please explain:

- How are civil society and NGOs engaged in the co-creation initiative? Provide examples.
- At which stages of the co-creation process (e.g., priority setting, research, design, experimentation and development, commercialisation, product launch) is the interaction most intensive? Please explain
- What tools do you use to gather inputs from civil society (e.g., online surveys, social media, organised workshops)?
- Are there mechanism in place to address possible conflicts of interest? Provide examples.
- Was the participation of civil society and NGOs in the co-creation project useful for you? Why?
- What are your best practices? What would you recommend to a new co-creation project involving civil society or NGOs?

Q26. Was the initiative supported by a specific policy initiative? If so, please provide details on the policy initiative and type of support provided (e.g. amount of funding, conditions of support, selection criteria, reporting obligations, etc.).

Q27. What are the factors (e.g. related to regulations, policy, business environment etc.) supporting and/or hindering co-creation in your country? Please explain.

Q28. What do you think are most effective types of policy support for co-creation?

**Academic correspondent in relation to the writing of the case study:**

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**Programme lead of WILDLABS TECH HUB initiative**

Name: Sophie Maxwell

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E-mail: sophie.maxwell@wildlabs.net

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Location (country): United Kingdom

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Affiliation: WILDLABS Tech Hub – Programme Lead

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Your role in the co-creation process: Programme Lead

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Your main activities in the co-creation process:

Initiation, Fundraising, Direction, Partnership engagement and management. Lead for all workshops, meetings and research interviews. Critical review and sign off on all outputs and research reports.

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